

***INFLUENCE OF MALL PERSONALITY AND FASHION ORIENTATION  
TOWARD SHOPPING VALUE AND MALL PATRONAGE  
INTENTION***

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**ABSTRACT**

*This study aims to prove the effect of mall personality and fashion orientation towards shopping value and mall patronage intentions for mall consumer in Surabaya. This type of research is causal research with quantitative approach. This study using purposive sampling approach, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample. The characteristics is respondents who shopped for fashion at the mall with minimum frequency once a month and have their own favorite mall to shop for these needs.*

*Respondents in this study amounted to 170 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that all the hypothesis were supported and have positive significantly effect such as fashion orientation has positive and significant effect on shopping value and mall personality, mall personality has positive and significant effect on shopping value and the last correlation is shopping value has positive and significant effect on mall patronage intentions.*

*Keywords: mall personality, fashion orientation, shopping value, and mall patronage intentions.*

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